

## Auer and Co., Inc.



WHOLESALE DEALERS  
371 E. Brighton Avenue  
Syracuse, New York 13205

Tel. (315) 475-8304  
Fax (315) 478-2317

7/15/98

TELEPHONE: 315-475-8304  
TOLL FREE: 1-800-288-3110

AUER & CO., INC. TELEPHONE FACSIMILE:  
TELEFAX NUMBER: 315-478-2317

CC:  
S. Schwalm

DATE:

7/15/98

TO:

JUDY CAMPBELL

COMPANY:

R.J. REYNOLDS TOB CO.

NUMBER:

1-716-634-3145

FROM:

MIKE AUER

NUMBER OF PAGES:

1 + Cover

COMMENTS:

Please do not ship the  
8-6M Cases of Salem "30¢ off"  
for Promos #800438 on 7/27/98.

This product is "backed up"  
at retail and at our warehouse  
from prior promotions.

cc: Bob Dexter

Thank you  
Mike

FINE CONFECTIONERY SINCE 1865

51855 6659

ANY

# AUGUST DELIVERY

## SALEM TEAR TAPE

\*\*\* UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED \*\*\*

PRODUCT PO # N/A

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	Full Flavor	2
12300-24195	Full Flavor 100	2
12300-24198	Light	2
12300-24197	Light 100	2

PRODUCT / DISPLAYS ARRIVAL:

JULY 27, 1998

SHIP DATE TO RETAIL:

WEEK OF: AUGUST 10, 1998

EFT \$ AMOUNT:

\$2,596.88

PACKING / SHIPPING PAYMENT

\$38.00

(8 (6M) promoted case(s) @ \$4.75).

*Cancelled  
7/15/98*

*Rhonda Charlotte*

### AUGUST Drive Period 808 / Promotion #800438

#### PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER  
AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY  
WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

AUGUST DELIVERY

51859 6660

## MESSAGE CONFIRMATION

DATE:07/15/98 TIME:15:31

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
07/15	15:30	00'51"	315 638 7846	G3-S	002	OK

51859 6661